

VISIT...

LANZAROTE
Caliente.COM

the objections

- lack of perceived **value** in the product or service 1
- lack of perceived **urgency** in purchasing the offering 2
- perception of an inferiority to a **competitive** offering 3
- internal** political issue between parties/ departments 4
- lack of **funds** to purchase the offering 5
- personal** issue with the decision maker(s) 6
- initiative** with an external party 7
- “it’s **safer** to do nothing” perception 8



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